

ARIZONA HISTORICAL ADVISORY COMMISSION

October 26, 2005

MINUTES

The Arizona Historical Advisory Commission (AHAC) met at 1:00 pm. on October 26, 2005 at the Arizona State Library, Archives and Public Records, in the Director's Office Conference Room, at 1700 W. Washington, Suite 200, Phoenix, Arizona 85007.

ATTENDANCE

Members

Shelley Cohn, Executive Director
Commission of the Arts
John Driggs, Chairman
Phoenix Heritage Commission
Melodee Jackson, Director, Constituent Service
Office of the Governor
Richard Sims, Director
Sharlot Hall Museum
Noel J. Stowe, Chair/Professor of History
Arizona State University
Betsy Stunz-Hall, Representative
Arizona Library Association
GladysAnn Wells, Director
Arizona State Library, Archives and Public Records
Juliana Yoder, Executive Director
Arizona Humanities Council

Guests

Elliott Hibbs, Retired Director
Arizona Department of Revenue
John Irwin, Library and Archives Consultant

Staff

Marisa Ramirez, Digital Repository Coordinator
Noel Ramirez, Web Applications Specialist
Tom Martin, Chief Information Officer

ABSENT

Members

Jim Garrison, State Historic Preservation Officer
State Historic Preservation Office, Arizona State Parks
Hartman Lomawaima, Director
Arizona State Museum
Catherine May, Senior Historical Analyst/Archivist
Salt River Project
Ken Travous, Director
Arizona State Parks

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Anne Woosley, Executive Director
Arizona Historical Society
Beth Vershure, Station Manager, KAET-TV Channel 8
Arizona State University

CALL TO ORDER

Chairman Sims called the meeting to order at 1:18 pm.

INTRODUCTIONS/ANNOUNCEMENTS

Wells introduced guest Elliott Hibbs, Retired Director of the Arizona Department of Revenue. She stated that he was here informally today, and may assist the Commission in the future.

APPROVAL OF MINUTES

August 23 2005 Meeting Minutes

Motion:

Stunz-Hall motioned, and Driggs seconded, that the minutes of the August 23, 2005 meeting be approved as corrected. The motion passed.

SUSPEND THE RULES

Sims stated that unless there were objection, he would use his prerogative as Chair to suspend the rules to allow change in the agenda order, to enable the Report from the State Library to be presented next, and then to return to the posted agenda. No objections were voiced.

REPORT FROM STATE LIBRARY

Convocation – Stephanie Gerding

Assignment: Hartman, Garrison, May, and Sims to serve on a sub-committee for the 2006 Convocation to determine theme and speakers relating to the Centennial.

Wells provided an overview of future Convocations saying that the goal is for attendees to have an understanding and association with the Centennial. She said that Stephanie Gerding of the Library and Development Division would speak later in the meeting as she was currently speaking at another meeting at the Carnegie Center.

Wells commented that a continuing activity of the Convocation will now be to have scholars update and answer the questions at the end of the chapters of *Arizona At Seventy-Five – The Next*

Twenty-Five Years edited by Beth Luey and Noel Stowe. The keynote speaker for the 2006 Convocation is George Needham, Vice President, Member Services, OCLC (Online Computer Library Center). Needham will provide an environmental scan, speaking on how the changing environment impacts cultural organizations.

When asked when the next Convocation will be, Wells answered that the Convocation is always the first Sunday-Monday of March which she believes to be March 5-6 in 2006, at the same Phoenix location as last year.

Action:

Each member to decide what role they want their agency to play.

Note:

Due to early adjournment of the meeting, the Commission was unable to have a discussion with Stephanie Gerding about the 2006 Convocation.

ContentDM Arizona Memory Project – Marisa Ramirez

As introduction, Wells stated that M. Ramirez would online demo what the agency has done to ensure smaller entities that do not have the technical resources to have a process and place to digitalize content and make it available via the Internet. Library and Archives has purchased the product to use through the Centennial and beyond.

Ramirez explained that ContentDM is a new software package of a database, audio/visual, etc. The software has a myriad of applications it can handle. She said that the intent of the Arizona Memory Project is to provide a central online place people can go to research cultural projects – it is a potential legacy project. The Arizona Memory Project was demonstrated at the Arizona Library Association Conference earlier this month where it received strong support. Although the site is still under development, it will be launched in the Spring of 2006.

Ramirez said that researchers have the opportunity to view collections (objects) stored in the database, browse, search, and learn about the partnering cultural institutions. The website will also provide a link to the website of the partners. The program includes content information and finding aids. The researcher can view by predefined searches such as topics in a browse list. The topics included in the browse list are taken initially from Jessica Tree, a high level government topic list. The overarching vocabulary is taken from the California Digital Library, where our agency is working on a collaborative project. The Arizona Memory Project is open to any cultural institution, within criteria for digital creation and organization.

Cohn asked if programs have a place here, if it allows for anything that has cultural properties. Ramirez answered yes, and that the program may need additional vocabulary. Cohn commented that we need to layout all of those issues. Ramirez responded that they (those working on the site) had just started, but the program has search capabilities. Tom Martin commented that the webmaster will get back information on what things people are searching for possible future

inclusion in the database. Cohn said that as the program is now, the arts people won't see a place to intersect at this junction. Wells commented that the same applies to the Tribal communities, and that the intent of the demo today is to show the functionality now.

Ramirez stated that the search capability is similar to that of Google, and that the file is a Metadata record. The researcher can view information at different levels (i.e., grid, thumbnail, title, etc.) customized to the researcher's needs and the researcher would be able to put things in a "My Favorites" file. The Arizona Memories Project hopes to make a name for Arizona and this is draft site what we offer to that.

Jackson asked if there would be guidelines for the project. Martin responded that they are working on a policy document now and looking at quality of documents too. A collections development policy will be established as will training documents on such topics as how to add things to the collection and what the quality of the objects should be. Library and Archives is making a commitment to take care of the things that people place on the program at no cost to those smaller organizations. Wells said that the universities also have the same product, which is why Library and Archives chose it. If any organization wants to purchase the product on their own, or give a come hither and give a little information on this site and then link to their database, and they can house their own "stuff".

Yoder inquired if there would be restrictions for photo use, etc. Wells responded yes per copyright laws. The agency has a policy and conditions for use. Each Metadata record includes information to make sure an item is not misused and that the person using it is in compliance with the law. We have to obey federal copyright laws.

Centennial Website – Noel Ramirez

Assignment: Wells to provide a mock-up of the informational website to the Commission members with the who, what, and where, with the e-mail address of Centennial@lib.az.us and homepage/website address of <http://www.arizonaCentennial.org>.

Report: Wells said that N. Ramirez would give an online demo of the agency's best shot at a Centennial website. She distributed *Arizona Centennial Website URLs*, a listing of all of the URLs that will point to the Arizona Centennial site. Sites listed include: www.azCentennial.org, .gov, .us, .biz, .info, .net, .lib.az.us, .name, and .tv, and www.arizonaCentennial.name, .biz, and .info.

She asked that the members either approve the mock-up through motion or if another approach is preferred, that another member take on the project.

N. Ramirez opened the Centennial website and focused the members eyes on the website branding – Celebrating Arizona's Centennial. He said that the branding appears on every page of the site. Links offered are: News from the State Legislature; Message from the Governor; Legislative History; Centennial Partners; Partners Treasures; AHAC (Arizona Historical Advisory Commission); and Get Involved. If the viewer clicks on Message from the Governor,

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he/she will see a letter from the Governor, as will they when click on Centennial Partners. Under Legislative History the viewer will find details of the legislation that created the Centennial Planning under the Arizona Historical Advisory Commission. Under AHAC, the viewer can see information about the members and minutes of meetings. For Get Involved, the viewer will find an electronic sign up for email communication, to contact AHAC, and to register for Centennial workshops.

Stowe questioned the use of the word “celebrating” in the branding Celebrating Arizona’s Centennial versus using the word “commemorating”. Wells responded that in this use, she thinks it’s use is okay.

For use of the logo shown on the website, Driggs commented that it is the same logo as used for the League of Cities and Counties, and he thought it fine and appropriate to use it for the official Centennial website.

Cohn commented that there needs to be more contrast on the pages for people with visual impairments. Ramirez agreed and said that they were working on that issue.

Sims commented that the site was a fine draft, and when it is live, the members become the contact providers. Yoder commented that is a beautiful site.

Motion:

Cohn motioned, and Jackson seconded to approve the draft site for the Centennial. The motion passed.

Action:

The members are to inform Wells of additional partners that should be included on the website. Wells will in turn notify Martin and N. Ramirez.

REPORT ON ACTION ITEMS

Assignment: Cohn to contact Alberto Rios, Regent Scholar, ASU and think about Arts legacy criteria.

Assignment: May stated that Cohn will submit names for consideration as her successor.

Assignment: Driggs to meet with Woosley to discuss fund-raising, and submit ideas to Cohn and Vershure.

Assignment: Vershure and Cohn, as liaison to the Marketing and Development Committee, to meet to build a public relations task list and discuss how a web presence might best be employed to reach the general public.

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Assignment: Vershure to develop a one-page media release fact sheet for internal purposes only.

Assignment: Garrison to work with Sims on membership ideas and to continue to brief Travous on meetings.

Assignment: Wells to contact Dr. Horne, Superintendent, Department of Education to ask about Education Department representative.

Report: Wells stated that she invited Mary Bell McCorkle, a retired educator from Tucson to serve on AHAC upon the recommendation of Ruth Solomon. Ms.. McCorkle accepted a six-month membership beginning in December, with her first AHAC meeting scheduled for December 20, 2005 meeting.

Assignment: Wells to meet with May and Legislative Council regarding the form for entities or private citizens who want to make contributions to the Centennial through AHAC.

Assignment: Sims to consult with Travous and Lomawaima to seek a person from a Tribal community to lead a strong subcommittee.

COMMITTEE REPORTS

Countdown to the Centennial

Assignment: Jackson to draft charge for Countdown to the Centennial for the Commission's review at its next meeting.

Marketing and Development

Assignment: Cohn and Veshure to draft charge for Marketing for the Commission's review at its next meeting.

Assignment: Cohn and Veshure to draft charge for Development for the Commission's review at its next meeting.

Programs and Projects Criteria

Assignment: Stunz-Hall to draft charge for Events to be incorporated into Programs and Projects Committee for the Commission's review at its next meeting.

Stunz-Hall distributed a draft charge for the Centennial Events Committee.

The Events committee will develop effective methods for encouraging communities throughout Arizona to plan events that commemorate and celebrate

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Arizona's Centennial. The committee will solicit, review, recommend and coordinate Centennial events that encourage Arizonans of all ages and backgrounds to examine our unique history, heritage, arts and culture. The events will be sanctioned by the Commission and promoted by the Marketing and Development committee.

Driggs commended Stunz-Hall on her draft charge and said he thought it good, and said that the key words of the charge were *encouraging communities*.

Stowe stated that the charge needs the understanding that events will begin in years before 2012. He also suggested that in addition to encouraging communities the Commission needs to come up with another word that includes groups such as churches, schools, and other community-based organizations – an all encompassing word. He also recommended that in the phrase ...*to plan events that commemorate and celebrate Arizona's Centennial*, that the word *celebrate* be stricken.

Cohn said that the Marketing and Development Committee is now two separate committees, and therefore the text should state *promoted by the Marketing and Development Committees*.

Jackson commented that the draft charge promises a lot, and over promises some things. For example, for the phrase *The Committee will solicit, review, recommend and coordinate Centennial events*, that the word *coordinate* should be stricken, as there is no way the Events Committee can coordinate Centennial events. She also said that in the last sentence, *The events will be sanctioned by the Commission and promoted by the Marketing and Development Committees*, that the word *sanctioned* by stricken, as it implies that the Commission will pay for the events.

Sims suggested changing *encouraging communities* to *encouraging public and private sectors, groups and organizations*. Wells commented that in referring to the statute that creates the Commission's work on the Centennial, that AHAC has no jurisdiction over private groups and organizations – that we are working through government entities.

Sims stated that at that point he wanted to table further discussion on the subject and segue to what is a Centennial event?

Action:

Stunz-Hall to prepare a revised draft charge for the Events Committee, including the changes suggested by the members.

Membership

Assignment: Driggs and Garrison to draft charge for Membership – Commission and Committees for the Commission's review at its next meeting.

Historic Sites Review Report

Assignment: Garrison, Chair of the Historic Sites Review Committee will report what actions were taken on the nominations and projects, and file a report of the meeting.

DISCUSSION/ACTION

Legacy Project Criteria

Sims opened discussion about the differences about short-term and long-term projects. It was the consensus that events are short-term, whereas projects tend to be long-term.

Driggs commented that long-term projects imply permanence, brick and mortar, lasting commemoration, significant, institutionalized.

Cohn stated that she liked the term “bricks and mortar” for most types of projects, however she said that the Heritage Project is an idea not a brick and mortar type of project. There are projects that are alluring, of enduring quality, or intellectual in nature.

It was said that an event can launch the project or be on its own.

Action:

Sims to draft Legacy Project Criteria and email to members for review and comment.

AGENDA ITEMS FOR NEXT MEETING

Held Over Items From This Meeting

- **Drafting a Plan of Action – Discussion**
- **League of Cities and Towns Conference – September 23, 2005**
- **Organization Chart Review**
- **Bylaws Revision**
- **Strategic Plan Outline**

CALL TO THE PUBLIC

Other than the two guests who did not speak, no members of the public present.

NEXT MEETING DATE

December 20, 2005 from 1:00 p.m. until 4:00 p.m. in the Director's Office Conference Room of the Arizona State Library, Archives and Public Records, 1700 W. Washington, Phoenix, AZ 85007

ADJOURNMENT

Sims adjourned the meeting prematurely at 2:45 pm. so that the members could attend the Joint Capitol Review Committee hearing in support of the proposed Polly Rosenbaum State Archives and History Building.

Respectfully Submitted

Leslie J. Weaver
Arizona State Library, Archives and Public Records

Approved at the December 20, 2005 meeting of the Arizona Historical Advisory Commission with corrections.

MEETING HANDOUTS

- *Arizona Memory Project* – Arizona State Library, Archives and Public Records
<http://azmemory.lib.az.us>
- *Oklahoma State Project Application and Master Projects Listing* – Oklahoma Centennial Commission www.oklahomacentennial.com
- *Arizona Centennial Website URLs*
- *October 14, 2005 Membership List* – Arizona Historical Advisory Commission